

AMENDMENT TO THE CLAIMS

Please amend the claims as follows:

Claims 1- 17 are Cancelled.

18. (New) A computerized method for superimposing an advertisement onto a web page, the method comprising:

parsing the web page at a browser, wherein the web page includes a macro tag, wherein the macro tag includes an identifier of the web page and a reference to a file, and wherein the file includes a reference to an advertisement server and Javascript commands representing a request for the advertisement from the advertisement server;

receiving at the advertisement server an indication of the request;

selecting at the advertisement server the advertisement from among a plurality of advertisements, wherein the selection is based on the identifier of the web page and on competitive bidding among advertisers bidding in real time to fulfill the request; and

sending the advertisement to the browser, the browser superimposing the advertisement onto the web page.